Misleading ads for traditional medicine

Why in news?

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- The Ministry of AYUSH has tasked **the Advertising Standards Council of India (ASCI)** to proactively identify potentially misleading advertisements of traditional systems of medicine in domains such as ayurveda, yoga and naturopathy.
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How ASCI scans the advertisements?

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- ASCI comprehensively monitor advertisements across 900 publications and 500 TV channels. It scans the advertisements based on complaints it receives.
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- The Ministry will also redirect complaints against misleading advertisements to ASCI which will be reviewed using ASCI's code and guidelines.
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- ASCI has been given a **self-monitoring mandate** by the Ministry of AYUSH to identify potentially misleading advertisements in the AYUSH sector and process complaints through its Consumer Complaints Council (CCC).
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- The arrangement would ensure that any advertisement making claims for diseases and disorders, in violation of the notification issued by our ministry for indications that have been prohibited from claiming, are immediately brought to its attention.
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- This is **vital for the propagation of AYUSH system of medicine** within India and beyond.
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- The MoU (between ASCI and AYUSH ministry) – requires ASCI to report to the Ministry of AYUSH, advertisements in potential violation of the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954** and

Rules thereunder as well as non-compliance of ASCI’s CCC recommendations for the Ministry of AYUSH to take further action.
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